

World's Leading Trade Show: Eurobike Embraces Global Responsibility

- **Eurobike integrates valuable contributions from the national and international bicycle industry**
- **Successful transformation as a joint process**
- **Intensified dialogue with all industry stakeholders**
- **No standalone Mobifuture event in 2026**

Friedrichshafen/Frankfurt am Main – Eurobike 2026 will take place on the grounds of Messe Frankfurt from June 24 to 27, 2026. In preparation for its 34th edition, Eurobike is in close dialogue with various industry stakeholders and has already announced comprehensive changes.

Valuable contributions from the entire bicycle industry

Following the last event, numerous stakeholders from the bicycle industry submitted concrete proposals for change to the trade show organizer fairnamic. This process has provided Eurobike with many high-quality impulses: "We have taken the time to listen to our stakeholders, reflect and understand. As Eurobike, we remain in touch and are fully committed to dialogue," emphasizes fairnamic Managing Director Stefan Reisinger, highlighting the importance of exchange with the entire bicycle industry. "We listen to the industry and create new opportunities. Eurobike will remain open to everyone in 2026."

Three decades of successful transformation

The history of Eurobike is a story of successful transformation processes that reflect the evolving needs of customers, manufacturers, the industry and the global mobility landscape. For example, Eurobike embraced the e-bike as a major industry trend at a time when not everyone was convinced of its relevance. It moved from Lake Constance to the metropolis of Frankfurt to accompany the bicycle's transformation into a beacon of modern mobility. Eurobike continues to work together with the cycling world on the trade show of the future.

World's leading trade show: International, neutral and open to technology

As the world's leading trade show, Eurobike has the responsibility to remain international, neutral and open to technology, while also giving due space to offerings from non-European markets. At the same time, the interests of the European and German domestic markets and their bicycle industry hold special significance for Eurobike. The event leverages Frankfurt's role as a German and European transport hub to emphasize its European character and strengthen Germany as a business location. The trade show team stresses the importance of combining national and international perspectives: In Frankfurt, at the heart of Europe, Eurobike brings together people, companies, products, interests and perspectives from all over the world. This opens up a unique space for the bicycle in all its facets – a space that exists nowhere else globally. For the German bicycle industry in particular, having the international leading trade show on German grounds is a key success factor.

Eurobike – a laboratory for innovative mobility

Eurobike has always been a laboratory for innovative mobility, shaped by both the traditional bicycle industry and once-outsiders with visionary ideas. The trade show remains committed to this responsibility. Innovative and forward-looking mobility concepts will continue to be showcased alongside sports bikes, leisure vehicles and today's mobility all-stars such as e-bikes, cargo bikes and many others under the Eurobike umbrella. In 2026, there will be no Mobifuture event co-located with Eurobike. Mobility concepts beyond today's bicycles or e-bikes will still have their place at Eurobike. Fairnamic has understood that key market participants see the need for further clarification of Mobifuture's concept and direction, which is why it will not present it as a standalone trade show format in 2026.

Further information:

The 34th Eurobike will take place on the grounds of Messe Frankfurt from Wednesday, June 24 to Saturday, June 27, 2026. For more information, go to: www.eurobike.com

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About Eurobike:

Eurobike is the central platform for the bike and ecomobility universe. Together with visionaries from politics, business, society and the mobility industry, it creates space for communication, new ideas, change of perspective and strong partnerships for innovative mobility solutions and new business models. With Eurobike, the booming and rapidly changing bicycle and ecomobility industries have found a common platform. It sets new standards and identifies key topics in the areas of sports, leisure, health and mobility, makes continuous progress and brings the global community together live.

About fairnamic GmbH:

The fairnamic GmbH joint venture, founded in 2021 by the two exhibition companies Frankfurt and Friedrichshafen, is a highly specialized organizer for innovative and future mobility. With AERO – The Leading Show for General Aviation and Eurobike as the world's leading trade show for bicycles, e-bikes and ecomobility, Fairnamic GmbH is the market leader in the world of avionics and urban mobility. Through bundled competencies, market expertise, global networks, brand strength and agility, fairnamic GmbH is gradually expanding the market position of its two leading trade shows and international satellites globally.